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Planet Aid Reaches Out to Fashion Industry to Help Reduce Textile Waste During Fashion Week

Baltimore, MD (September 2013) – [Planet Aid](#) is reaching out to clothing manufacturers and retailers this week in an effort to increase recycling of used clothing and shoes. Retail clothing partners are being invited to join Planet Aid in a campaign that will have customers donate their used clothing at retail store locations. The clothing customers donate will be picked up by Planet Aid and recycled, and the proceeds will be used to support international development projects worldwide.

Planet Aid has chosen to extend its invitation to clothing and shoe retailers during [Fashion Week](#) (Sept 5-12) in New York City to help raise awareness about the need for greater recycling. Fashion Week is when the fashion industry convenes to introduce their new designs for the next season. The industry has been criticized for its propagation of a “fast fashion” culture, which tends to increase the quantity of clothing that is unwanted due to the trend toward ever rapidly changing styles.

Currently an average household throws away 200 pounds of used clothing and shoes per year. By recycling this clothing rather than simply throwing it away, Americans can help save valuable resources, minimize landfill disposal, and reduce emissions of greenhouse gasses.

Headquartered in Elkridge, MD, Planet Aid is a nonprofit organization whose mission is to inform, mobilize and inspire individuals and communities to work together to bring about worldwide environmental and social progress. Incorporated under the laws of Massachusetts and recognized as a tax-exempt charity under IRS code 501(c)(3), Planet Aid is registered with the U.S. Agency for International Development as a private voluntary organization (PVO), and is a member of the Humana People to People Federation, Interaction, and Aid for Africa. It has also earned the Guidestar Exchange Seal for its commitment to transparency. For more information on Planet Aid, visit Planetaid.org.

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